



POWER[♥] OF SOCIAL INFLUENCE



WORKBOOK

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Introduction

Think about what you want to accomplish in your business using social influence, and how it can enhance your sales funnel. Use the area below to list your goals.

Step 1

Use Credible Sources

Using the list below, check the key types of social influence you can utilize in your own marketing strategy.

- ☐ People Like You
- ☐ Circle of Friends
- ☐ The Wisdom of Crowds
- ☐ Customers and Users
- ☐ Celebrities
- ☐ Experts

Now think of the various experts, celebrities, social media groups, etc. that you could extract social influence from and list them below.

Step 2

Customers Providing Social Influence

List the current obstacles that your customers are dealing with right now and how your service or product will assist them in removing those barriers.

This will help you see which data you will want to attract through customer testimonials.

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Think about which clients could help build social influence on how your product or service has helped them based on the obstacles you listed in the prior exercise, and list them below.

Select at least 3 ways from list below, for your business to collect and maintain a regular in-flow of testimonials from your customers. Keep your sales funnel in mind and indicate where the method could be used.

Method

Where to use it:

Asking people directly

Incentives

Online reviews or comments

Comments section on a survey

Reply to comments

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Step 3

More Social Influence Tactics

Review what social influence you are currently using on your website, social media outlets and any other marketing content. List what you are currently using and what you have not tried.

Currently Using	Not Tried

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Based on the methods listed below, select 3 ways you begin to implement using them in your marketing plan from now on. Note what actions will be necessary to produce the wanted results.

Method	Actions to Take
User-Generated Proof	
➤ Comments on social media sites	
➤ User reviews on review sites	
➤ Videos	
➤ Customer reviews on websites or blogs	
➤ Wikis (written by regular users)	
Mentions	
Statistics	
Online Reviews	
Social Sharing Buttons	

Step 4

Publishing Your Results

Look at your website and determine two places where you can show social influence right now.

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Make a list that includes all your accreditations, awards and any affiliations along with where they can be displayed on your website.

Award/Affiliation	Location

The below list has a variety of social influence types and tactics. Make a list of the different places you will publish them and what types you will use in each location.

- Add social media into your podcasts and webinars
- Include statistics in your email newsletter
- Tweet out survey results or new data received from a user
- Show memberships and affiliations
- Trust badges displayed can put customers at ease
- Display your awards prominently
- Display certifications and any accreditations
- Create a gallery that shows your work on your site
- Add social sharing buttons
- Include client testimonials in your blog or newsletter

Type	Place to Publish

Step 5

Make it an Ongoing Process

Evaluate your current use and note any mistakes you are making with social influence.

Mistakes	Notes

You need to figure out how you want to set up your filing and tracking system for your social influence data that you collect. Make a list below of what items you will need to manage and how you will track them.

Items to Manage	Tracking Method

Conclusion

Review your notes and what you have learned so far.

Pinpoint 5 different ways that social influence will increase your credibility and customer base.

Method	Notes

Choose 3 different types of social influence that you are not currently using that you will put into effect after this training.